



## OPERATING MANUAL OF THE BOARD

### Institutional Surveys

- A. **APPLICABILITY.** All employees and officers of the College.
- B. **POLICY.**
1. The policy aims to manage the number of surveys that our students, faculty, and staff are asked to participate; to better generate data in order to advance the College's mission and priorities; safeguard privacy; and to ensure that projects are conducted in a manner that are consistent with survey best practices; and to make data-informed decisions.
  2. This policy describes a process and protocol for administering surveys to faculty, students, administrators, and staff. The Vice President over the division is the owner of the survey and the Office of Institutional Effectiveness (OIE) is responsible for the administration of this policy.
  3. The purpose of this policy is threefold: to protect the community members' privacy, to monitor survey frequency to avoid survey fatigue, and to ensure the safety of data collection, usage, and disposal.
  4. Exclusions of this policy include Course Evaluations, Student Evaluations, Faculty and Adjunct Evaluations, Institutional Review Board (IRB), Department Personnel Committee (DPC) requests, and/or externally accreditation programmatic data requests, and other collective bargaining units surveys designed, administered by and intended for the association members.
  5. Surveys must state clearly in the invitation message or introduction to the survey whether the survey is confidential or anonymous. An anonymous survey is one where responses are not associated with an individual unless the respondent answers the survey questions in a way that uniquely identifies them. If a survey is referred to as "anonymous" it must be the case that all information is explicitly provided by the respondent.

With a confidential survey, each survey respondent receives an individualized survey link that enables the College to associate the response with the respondent. The College will ensure that data is stored and transmitted securely. In the normal course of events, data is not shared with anyone outside the project and results won't be reported or transmitted in a way that could identify individual respondents.

## C. SURVEY PROCESS.

1. Survey administration
  - a. OIE will administer all college surveys.
2. Survey development
  - a. The requestor will work through OIE to understand if the survey is needed. It may be that the data the requestor requires is already available through existing institutional surveys or have been collected recently through some other process or instrument. OIE will advise the requestor if a survey is the best way to answer the requestor's question.
  - b. Content and quality of the survey should include, but is not limited to:
    - i. The purpose of the survey
    - ii. Lineage of action plan to strategic priorities
    - iii. Survey design and appropriateness of target population
    - iv. Timing of the survey
    - v. Collection, dissemination, and storage of survey data
  - c. OIE will work with the requestor to ensure the survey will meet college standards for approval. OIE will determine what assessment tool meets the requestor's need and provides survey design, administration, and analysis.
3. Survey analysis and data storage
  - a. OIE will conduct all survey analysis and be responsible for storing all data generated from a survey.
  - a. Data should be disposed properly when the survey process is completed (see OMB 692 "Record Management" (<https://mlink.mccc.edu/omb/OMB692.pdf>)).

Board of Trustees Meeting  
June 18, 2020